Press release

EBRD and the EU, together with UniCredit Bank – support programme for small and medium-sized enterprises "Go Digital in the Western Balkans"

Support from the European Bank for Reconstruction and Development and the European Union for small and medium-sized enterprises in the processes of digitalisation, automation and adoption of green technologies, increasing their competitiveness and contributing to business sustainability, enhancement of production capacities and improvement of product quality

The programme includes: EBRD and EU grant support, a 10% investment incentive for automation and digitalisation, and free technical assistance provided by a programme consultant.

Belgrade, 24 September 2025 – The European Bank for Reconstruction and Development (EBRD) and the European Union (EU) will provide UniCredit Bank, as a partner financial institution under the "Go Digital in the Western Balkans" programme, with a grant-supported credit line in the amount of EUR 10 million, aimed at supporting the development of small and medium-sized enterprises (SMEs).

Funds from this credit line are intended for strategic and operational support to SMEs in the processes of automation, business digitalisation and the introduction of green technologies. In addition to providing strong non-repayable financial and technical support, the benefits of participation in this programme are reflected in strengthening competitive positioning, higher product quality through optimisation of production processes, access to trade with the European Union market, investment incentives of 10% for realised investments in automation and digitalisation, and increased profitability.

The "Go Digital in the Western Balkans" programme strengthens local small and medium-sized enterprises on multiple levels and places particular emphasis on the importance of green innovations, gender inclusion, and capacity-building for digital transformation. In this way, SMEs are positioned as key actors in the development of the green economy, the participation of women in the business ecosystem, and the promotion of sustainable business practices and innovation.

The EBRD is the leading institutional investor in Serbia, with more than EUR 10 billion invested through 382 projects. The Bank's focus in Serbia is on private sector competitiveness, the transition to a green economy, and sustainable infrastructure.

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About the EBRD

The EBRD is a multilateral bank that promotes private sector development and entrepreneurial initiatives in 36 economies across three continents. The Bank is owned by 75 countries, as well as the EU and the EIB. EBRD investments aim to make the economies in its regions competitive, inclusive, well governed, green, resilient and integrated.

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About UniCredit

UniCredit is a pan-European Commercial Bank with a unique service offering in Italy, Germany, Central and Eastern Europe. Our purpose is to empower communities to progress, delivering the best-in-class for all stakeholders, unlocking the potential of our clients and our people across Europe. We serve over 15 million customers worldwide. They are at the heart of what we do in all our markets. UniCredit is organized in four core regions and two product factories, Corporate and Individual Solutions. This allows us to be close to our clients and use the scale of the entire Group for developing and offering the best products across all our markets. Digitalisation and our commitment to ESG principles are key enablers for our service. They help us deliver excellence to our stakeholders and creating a sustainable future for our clients, our communities and our people.